

INTISARI

Produktivitas tembakau di Jawa Tengah masih tergolong rendah dan menghadapi berbagai tantangan seperti keterbatasan teknologi, persaingan dengan tembakau impor, serta lemahnya difusi inovasi di tingkat petani. Untuk mengatasi hal tersebut, Balai Pelatihan Pertanian Jawa Tengah menyelenggarakan pelatihan budidaya tembakau dengan salah satu materinya adalah *Good Agricultural Practices* (GAP). Keberhasilan pelatihan dipengaruhi oleh motivasi peserta untuk mendifusikan GAP kepada petani di daerah asalnya. Tujuan penelitian ini adalah untuk menganalisis motivasi peserta dalam mendifusikan inovasi GAP tembakau serta faktor-faktor yang memengaruhinya. Penelitian ini menggunakan pendekatan kuantitatif dengan metode deskriptif. Data dikumpulkan melalui kuesioner pada 80 peserta pelatihan budidaya tembakau yang dipilih melalui *simple random sampling*. Teori Motivasi Harapan (*Expectancy, Instrumentality, Valence*) oleh Vroom digunakan sebagai kerangka teoritis dalam mengkaji motivasi peserta. Hasil penelitian menunjukkan bahwa mayoritas tingkat motivasi peserta untuk mendifusikan GAP berada pada kategori tinggi. Akan tetapi, proporsi tersebut tidak berbeda nyata dari ambang 50%, sehingga belum dapat disimpulkan secara pasti bahwa mayoritas peserta memiliki motivasi tinggi. Motivasi peserta untuk mendifusikan GAP dipengaruhi oleh persepsi terhadap inovasi, kompetensi GAP tembakau, dan karakteristik inovasi. Komponen *valence* (nilai) menjadi komponen dominan dalam motivasi peserta, diikuti *instrumentality* (keterhubungan), dan *expectancy* (harapan).

Kata kunci: motivasi, difusi inovasi, GAP tembakau, pelatihan, teori harapan vroom

ABTRACT

Tobacco productivity in Central Java is still relatively low and faces various challenges such as technological limitations, competition with imported tobacco, and weak diffusion of innovation at the farmer level. To overcome this, the Central Java Agricultural Training Center conducts tobacco cultivation training, one of the subjects of which is Good Agricultural Practices (GAP). The success of the training is influenced by the participants' motivation to disseminate GAP to farmers in their home regions. The purpose of this study was to analyze the participants' motivation in disseminating tobacco GAP innovations and the factors that influence it. This study uses a quantitative approach with a descriptive method. Data were collected through questionnaires administered to 80 tobacco cultivation training participants selected through simple random sampling. Vroom's Expectancy Theory (Expectancy, Instrumentality, Valence) was used as the theoretical framework for examining participant motivation. The results showed that the majority of participants' motivation to disseminate GAP was in the high category. However, this proportion was not significantly different from the 50% threshold, so it cannot be conclusively stated that the majority of participants consistently had high motivation. Participants' motivation to disseminate GAP was influenced by their perceptions of innovation, tobacco GAP competence, and innovation characteristics. The valence (value) component is the dominant component in participant motivation, followed by instrumentality (connectedness) and expectancy (expectation).

Key words: *motivation, diffusion of innovation, tobacco GAP, training, Vroom's expectancy theory*